

CLAIMS

1. A lighting device for display devices, comprising a light source lamp and a light-diffusing layer,
5 the light source lamp having a curved part, and
at least part of light generated from the curved part of the light source lamp being reduced or shielded.
2. A lighting device for display devices, comprising a
10 light source lamp and a light-diffusing layer,
the light source lamp having a folded part, and
at least part of light generated from the folded part of the light source lamp being reduced or shielded.
3. The lighting device for display devices according to Claim 2,
15 wherein the folded part has two or more bending parts and a straight part between the bending parts.
4. The lighting device for display devices according to any of Claims 1 to 3,
20 wherein the lighting device for display devices has a structure in which at least part of the curved part or the folded part of the light source lamp is covered with a lamp frame.
5. The lighting device for display devices according to any of Claims 1 to 4,
25 wherein the lighting device for display devices has an optical member provided with a light-reducing or light-shielding treatment on a display side of at least part of the curved part
30 or the folded part of the light source lamp.
6. The lighting device for display devices according to Claim 5,
35 wherein the optical member provided with the

light-reducing or light-shielding treatment is at least one optical member selected from the group consisting of a diffusing plate, a diffusing sheet, and a lens sheet.

5 7. The lighting device for display devices according to any of Claims 1 to 5,

 wherein the lighting device for display devices has at least part of the curved part or the folded part of the light source lamp outside an effective display region.

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 8. The lighting device for display devices according to any of Claims 1 to 7,

 wherein at least part of the curved part or the folded part of the light source lamp is provided with a light-reducing or light-shielding treatment.

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 9. The lighting device for display devices according to Claim 8,

 wherein the light-reducing or light-shielding treatment has a function of restricting deformation degree of freedom in the curved part or the folded part of the light source lamp.

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 10. The lighting device for display devices according to any of Claims 1 to 9,

 wherein the lighting device for display devices has a reflective member provided with a light-reducing treatment on a side opposed to the display side of at least part of the curved part or the folded part of the light source lamp.

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 11. The lighting device for display devices according to Claim 10,

 wherein the reflective member provided with the light-reducing treatment is a reflective sheet.

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 12. The lighting device for display devices according

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to any of Claims 5, 6, 8, 9, 10, or 11,
 wherein the light-reducing or light-shielding treatment
 is provided by printing.

5 13. The lighting device for display devices according
 to any of Claims 5, 6, 8, 9, 10, 11, or 12,
 wherein the light-reducing treatment provides a gradation
 for varying degree of light reduction.

10 14. A liquid crystal display device comprising the
 lighting device for display devices according to any of Claims
 1 to 13.

15 15. A light source lamp used in the lighting device for
 display devices according to any of Claims 1 to 13.